

## SAYS

"I want to book train tickets for me and my husband for a vacation sitting from home."

"I want an app where booking experience is fast and user friendly"

## THINKS

"I'm not sure if there is an app or website in which I would be able to book without any hassle."

I am a new user of a smart-phone.

### SMART SOLUTIONS FOR RAILWAYS

## DOES

She initially calls someone to book tickets but fails to convince him as he was busy.

She also tried going to the station but she has a leg muscle aich.

## FEELS

Feels depressed as her attempts of booking a ticket failed.

She feels if there was a user friendly app which would cater her needs sitting at home.